

Title (en)

APPARATUS FOR GENERATING USER INTEREST INFORMATION AND METHOD THEREFOR

Title (de)

GERÄT ZUR ERZEUGUNG VON BENUTZERINTERESSENSINFORMATIONEN UND VERFAHREN DAFÜR

Title (fr)

APPAREIL PERMETTANT DE GÉNÉRER DES INFORMATIONS D'INTÉRÊT D'UN UTILISATEUR ET PROCÉDÉ CORRESPONDANT

Publication

**EP 3694220 A4 20200812 (EN)**

Application

**EP 18877211 A 20180404**

Priority

- KR 20170149414 A 20171110
- KR 2018003972 W 20180404

Abstract (en)

[origin: EP3694220A1] The present invention relates to an artificial intelligence (AI), which emulates functions of a human brain, such as recognition and reasoning, by utilizing a machine learning algorithm such as deep learning, and relates to context awareness based artificial intelligence application technology for obtaining interest information of a user from an image displayed to the user. An electronic device, according to one embodiment of the present invention acquires context data related to the image, and uses the context data to select a node of interest corresponding to the context data from among nodes of an index tree for searching for sample images which correspond to candidate objects extracted from the image by using a model generated as a result of machine learning, wherein the node of interest is selected by using a result of comparison between a subject of each node of the index tree and the context data; and an object of interest is selected from among the candidate objects included in the image by using the node of interest.

IPC 8 full level

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CPC (source: EP KR US)

**G06F 18/24323** (2023.01 - EP US); **G06N 3/04** (2013.01 - EP KR US); **G06Q 30/0627** (2013.01 - US); **G06V 10/70** (2022.01 - US); **G06V 10/764** (2022.01 - EP US); **G06V 20/20** (2022.01 - EP US); **G06V 30/19173** (2022.01 - US); **H04N 21/44008** (2013.01 - EP US); **H04N 21/45** (2013.01 - EP); **H04N 21/4532** (2013.01 - KR); **H04N 21/466** (2013.01 - EP); **H04N 21/4666** (2013.01 - KR)

Citation (search report)

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- [A] US 2016162731 A1 20160609 - LI FEI-FEI [US], et al
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Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)

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**EP 3694220 A1 20200812**; **EP 3694220 A4 20200812**; CN 111434118 A 20200717; CN 111434118 B 20221021; KR 102387767 B1 20220419; KR 20190053481 A 20190520; US 11678012 B2 20230613; US 2021182558 A1 20210617; WO 2019093599 A1 20190516

DOCDB simple family (application)

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